

## The presence of the Twin Cities metro area's traded industry clusters in the West Midway study area

The attached maps show the presence in the West Midway of eight of the nine industry clusters identified by DEED as important for the Twin Cities metro area, based on Dunn & Bradstreet business data. Firms' NAICS codes were grouped into the nine clusters to analyze the number of firms and jobs in each cluster (with some accompanying statistics about their significance to the overall West Midway). Each dot on the map represents one firm; the larger the dot, the greater the number of workers employed by the firm (i.e., employment density, in this case, is not the number of jobs per acre).

The nine clusters are as follows (listed with a descending level of employment and firms in the West Midway study area):

### Employment

Twin Cities Metro Industry Cluster	# Jobs in the West Midway Study Area	% of total, West Midway
Business Services	6,554	30%
Distribution Services	2,574	12%
Publishing and Printing	330	2%
Production Technology	330	2%
Metal Manufacturing	267	1%
Information Technology	277	1%
Financial Services	226	1%
Medical Devices	13	0%
Analytical Instruments	10	0%
<b>Total jobs, entire West Midway</b>	<b>21,967</b>	<b>100%</b>

**Note:** Not all firms in the West Midway fall into the nine selected Twin Cities industry clusters. Firms may fall into multiple industry clusters. The total number of jobs in the nine clusters (10,226) is less than the total number of jobs for the entire West Midway Area (21,967).

### Businesses

Twin Cities Metro Industry Cluster	# Firms in the West Midway Study Area	% of total, West Midway
Business Services	297	24%
Distribution Services	145	12%
Financial Services	33	3%
Publishing and Printing	29	2%
Information Technology	17	1%
Metal Manufacturing	14	1%
Production Technology	8	1%
Medical Devices	2	0%
Analytical Instruments	1	0%
<b>Total firms, entire West Midway</b>	<b>1,253</b>	<b>100%</b>

**Note:** Not all firms in the West Midway fall into the nine selected Twin Cities industry clusters. Firms may fall into multiple industry clusters. The total number of firms in the nine clusters (524) is less than the total number of firms for the entire West Midway Area (1,253).

The Analytical Instruments industry cluster is not mapped because it had only one firm in the West Midway, and this firm also fell within the Medical Devices industry cluster.

### Key summary points:

- **Business Services** (e.g. accountants, ad agencies, employment placement agencies, engineering firms, janitors, lawyers, materials recovery facilities, temp help, etc.) and **Distribution Services** (e.g. wholesalers) lead the West Midway both in terms of employment and number of firms
- **Production Technology** (e.g., machinery manufacturing) and **Metal Manufacturing** are grouped on a single map (given their related manufacturing emphasis)
- **Financial Services** (e.g., commercial banks, insurance agents) has a higher number of firms but fewer employees in the West Midway
- **Information Technology** (e.g., computer programming, data processing) and **Medical Devices** are on another single map (given their related technology emphasis)
- The West Midway is somewhat strong in the **Publishing & Printing** industry cluster, which parallels the Twin Cities metro's strength in this cluster
- While the Twin Cities metro is very strong in Medical Devices and Analytical Instruments, these clusters are **not** significant employers in the West Midway